

## ABSTRACT

Provision of a thermally sensitive recording medium comprising an undercoating layer containing a pigment and a binder as main components and a thermally sensitive color developing layer containing colorless or pale colored basic leuco dye and a color developing agent which develops color by reacting with said basic leuco dye as main components on a substrate, wherein said undercoating layer contains a water-retention agent and a pigment whose oil absorbing capacity prescribed by JIS K 5105 is from 80cc/100g to 120cc/100g as a pigment, further solid concentration of a coating for the undercoating layer is from 25% to 45% and dynamic water-retention capacity, which is Water retention measured with AA-GWR, is 350g/m<sup>2</sup> or less.